

January 2, 1961

fashion calendar **1961**

21st YEAR • A WEEKLY PUBLICATION

JANUARY

FEBRUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 2, 1961</u>			
Jan. 2	LEGAL HOLIDAY - Monday (New Year's Day - Sunday, Jan. 1.)		
Jan. 3	MACY'S RELEASE DATE - Bridal Fashions (No Show)		
Tuesday	PREVIEW OF SPRING MILLINERY	WILLIAM J	56 WEST 57TH STREET SALON - 5TH FLOOR
Jan. 3			
11:00 A.M.	William J will present his Spring millinery collection to the press and buyers. By invitation. Publ.: Maxwell Latham Mathews Ltd., PL. 3-5556.		
Tuesday	PREVIEW OF SPRING HAT COLLECTION	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Jan. 3			
4:00 P.M.	Mr. John will preview his Spring hats, furs and accessories to the press and buyers. By invitation. Publicity: Joseph Mann, PL. 7-1966.		
Cocktails			
Tuesday	PRESS PREVIEW: NEW BEAUTY SALON	MICHEL KAZAN	16 EAST 55TH STREET
Jan. 3			
5:30 P.M.	Gala opening of 6 story building, dedicated to beauty. Fashion presentation of 1961 Spring coiffures, boutique items and the latest in luxury		
8:30 P.M.	for today's clientele, modelled by celebrities of stage, TV and society.		
Champagne-Buffet	By invitation only. Publicity: Fredy Schey, MU. 8-1400.		
Beginning Tuesday	INFORMAL SHOWINGS OF SPRING HATS	MR. ARNOLD, INC.	20 WEST 57TH STREET SALON - 4TH FLOOR
Jan. 3	Informal showings of Mr. Arnold's Spring millinery collection. (<u>No formal show.</u>) Contact: Miss Jean, PL. 7-9490.		
Beginning Tuesday	OPENING OF SPRING MILLINERY COLLECTION	FRARIAN ORIGINALS, INC.	47 WEST 56TH STREET SHOWROOM - 6TH FLOOR
Jan. 3	Continuous showings of Frarian's Spring millinery collection, designed by Miss Lucille. Contact: Peggy Lambert or Mr. De Costa, CI. 7-2687.		
Beginning Tuesday	OPENING: SPRING-SUMMER JEWELRY COLLECTION	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Jan. 3	Showing of fashion jewelry and boutique gift collection for Spring and Summer. For press and trade. Publicity: Kathleen Mundin, YU. 6-6633.		
Beginning Tuesday	OPENING OF SUMMER COLLECTION	AILEEN, INC.	1407 BROADWAY SHOWROOM - 42ND FLOOR
Jan. 3	Summer collection of cotton knit and cotton woven separates, at continuous daily showings. Publicity: Essie Pinsker, WI. 7-4591.		
Beginning Tuesday	OPENING OF SPRING JEWELRY COLLECTION	ROYAL CRAFTSMEN, INC. (LAGUNA)	389 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Jan. 3	Royal Craftsmen will present its Spring collection of Laguna's "Crown Jewel Look" in costume jewelry, to buyers and press, at continuous daily showings. Publicity: Barbara Kling, 527 Lexington Ave., PL. 3-1709.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Jan. 3	"VERA PAINTS SPRING" SHOWING OF LINENS Table linen and accessories for home and beach. Contact: Tom Costello, OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	LINENS BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday Jan. 3	SCARVES, BLOUSES AND ACCESSORIES Showing of Tropical and Travel groups for Spring in a collection of scarves and designer-created blouses. Contact: Matt Shaw, OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Tuesday Jan. 3	OPENING: SPRING-SUMMER SPORTSWEAR COLLECTION Spring-Summer sportswear collection, designed by Anne Fogarty. By appointment. Contact: Ceil Maurer, WI. 7-2284.	ANNE FOGARTY "SPORTS EDITIONS, INC."	1410 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Tuesday Jan. 3	OPENING: SPRING-SUMMER SPORTSWEAR COLLECTION Continuous daily showings of coordinated sportswear collection. Contact: Barbara Henderson, IA. 4-4671.	LOOMTOGS, INC.	1410 BROADWAY SHOWROOM - 15TH FLOOR
Beginning Tuesday Jan. 3; Jan. 4	READY-TO-WEAR SUMMER COLLECTION Beginning Tues., Jan. 3, showing Consentino of Capri Summer collection. Wed., Jan. 4, Strelitz of Ireland Summer collection and boutique fashions by Simonetta of Rome. By appointment. Contact: Virginia Krementz, PL. 3-4464 or PL. 3-3500, Ext. 203.	CONSENTINO; STRELITZ; SIMONETTA	VIRGINIA KREMENTZ 42 W. 58 ST., RM. 203
Beginning Tuesday Jan. 3- Jan. 11	SUMMER COLLECTION IN LOS ANGELES Mignon will present a special preview of their Summer collection for press and buyers. Contact: Maggie Robbins, DUnkirk, 2-7171, Los Angeles.	MIGNON (498 SEVENTH AVENUE)	SHERATON WEST HOTEL LOS ANGELES, CAL.
Jan. 4	ABRAHAM & STRAUS RELEASE DATE - Bridal Fashions (No Show).		
Wednesday Jan. 4 10:30 A.M.	PRESS PREVIEW OF SPRING MILLINERY John Frederics will present a preview of his Spring millinery collection. By invitation. Publicity: Ronald Forstadt, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Beginning Wednesday Jan. 4	SCARVES, ACCESSORIES AND SWEATERS Cravenette water repellent scarves and accessories, featuring "Painter's Palette Water Color Prints". "April Showers" promotion; bulky-knit sweaters and stoles. Contact: Joseph Kellerman, MU. 9-8244.	BEN GOODMAN & SON, INC.	9 EAST 38TH STREET SHOWROOM - 12TH FLOOR
Beginning Wednesday Jan. 4	OPENING: SPRING-SUMMER KNITWEAR COLLECTION Showing of Spring-Summer wool and synthetic knitwear collection. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 18TH FLOOR
Beginning Wednesday Jan. 4- Jan. 20	SPRING-SUMMER LINGERIE COLLECTION Daily showings of Rogers Spring-Summer lingerie collection with formal showings at 3:00 P.M. only. Contact: Linda Handelsman, OX. 5-0910.	ROGERS LINGERIE	500 FIFTH AVENUE SHOWROOM - 3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Wednesday Jan. 4	"COUTURE JACKETS" SCARVES AND STOLES I. J. Nethe will present "Couture Jackets" at budget prices for main floor departments; also chiffon scarves and stoles featuring the "Aurora Stole" in 24 fashion hues. Contact: Miss Rose, WI. 7-3667.	I. J. NETHE CO., INC.	8 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday Jan. 5 10:00 A.M.	PREVIEW OF SPRING HAT COLLECTION Preview for press and buyers of Sally Victor's Spring millinery collection. By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON - 9TH FLOOR
Thursday Jan. 5 2:30 P.M.	PRESS PREVIEW OF SPRING BRIDAL FASHIONS Spring bridal fashions to the press. (Release date, Mon., Jan. 9.) By invitation. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR BRIDAL SALON
Thursday Jan. 5 2:30 P.M.	SHOWINGS OF SUMMER COLLECTION Koret will present "Sensations '61 Summer Edition" collection to press, resident and N. Y. department store buyers; Jan. 10, 12, 19 at 2:30 P.M. to out-of-town and local buyers. Contact: Susan Shaw, LO. 5-2442.	KORET OF CALIFORNIA	1407 BROADWAY ROOM 408
Thursday Jan. 5 3:00 P.M.	OPENING: SPRING AND EARLY SUMMER SPORTSWEAR Opening of the Mr. Mort Spring and early Summer sportswear collection, designed by Julie Isles. By invitation. For reservations, contact: OX. 5-4760, Ext. 737.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Jan. 5 4:00 P.M. Cocktails	PREVIEW: SPRING- SUMMER COLLECTION "The Wonderful World of Barbette Small Wonders"--showing of Spring-Summer collection. For the press by invitation. Publicity: Jean Avidon at Helene Towers Fashion Service, MU. 3-6955.	BARMAN BROTHERS (1350 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Friday Jan. 6 9:15 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery collection to the press and buyers. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILLION
Friday Jan. 6 4:00 P.M.	PREVIEW OF SPRING MILLINERY FASHIONS Preview for press and buyers of the Vincent-Harmik Spring millinery collection. By invitation. Contact: Vincent Berg, MU. 8-1487.	VINCENT-HARMIK (203 EAST 52ND STREET)	SAVOY-HILTON HOTEL LE CHATEAU - 11TH FLOOR
Beginning Friday Jan. 6	SUMMER COLLECTIONS IN CALIFORNIA Klein & Blaikie's Summer collection beginning Fri., Jan. 6-11 at the Sheraton-West, Suite 1104, Los Angeles; Fri., Jan. 13 - 17 at the St. Francis, Suite 357, San Francisco. Contact: Alfred Blaikie.	KLEIN & BLAIKIE (525 SEVENTH AVENUE)	SHERATON-WEST, L.A. ST. FRANCIS, S. F.
Saturday Jan. 7 2:30 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery to the visiting press. (Local press, Thurs., Jan. 5 at 10:30 A.M.--See page 3.) By invitation. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR, INC.	18 EAST 53RD STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 7 4:00 P.M. Cocktails	SPRING MILLINERY AT VISITING PRESS SHOW The visiting press will preview John Frederics' collection of Spring millinery. By invitation. Contact: Ronald Forstadt, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SALON - 7TH FLOOR
Saturday Jan. 7 5:00 P.M. Cocktails	HATS, FURS, COUTURE FOR VISITING PRESS Preview of Mr. John's Spring hats, couture, furs and accessories for visiting press. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON - 7TH FLOOR
Saturday Jan. 7 5:30 P.M.- 8:30 P.M.	PRESS PREVIEW: SPRING AND SUMMER JEWELRY Trifari will invite the press to a buffet and showing of their Spring-Summer jewelry collection. By invitation. Publicity: Dorothy Lansing, 165 East 66th St., RE. 7-3347.	TRIFARI, KRUSSMAN AND FISHEL INC.	16 EAST 40TH STREET SHOWROOM - 4TH FLOOR
Saturday Jan. 7 9:15 P.M.	FASHION SHOW & THEATRE PARTY FOR PRESS R & K will invite the press to a champagne-fashion show, followed by performance of "Leave It To Jane". By invitation. Publicity: Hilda Sherey, PE. 6-0900.	R & K ORIGINALS, INC. (1400 BROADWAY)	SHERIDAN SQ. PLAYHOUSE 99 SEVENTH AVE., SO.
Sunday Jan. 8- Jan. 11	SPRING-SUMMER OPENINGS IN CALIFORNIA Guild Members will open Spring-Summer collections. Contact: California Fashion Creators, 740 So. Broadway, L. A.	CALIFORNIA FASHION CREATORS	HOTEL AMBASSADOR LOS ANGELES, CAL.
Sunday Jan. 8- Jan. 12	FIFTIETH ANNUAL CONVENTION "Retailing Serves America"--theme of 50th annual convention which will include 35 discussion sessions. Contact: Robert Gur-Arie, Public Relations Director, 100 West 31st Street, CH. 4-8780.	NAT'L RETAIL MERCHANTS ASS'N (100 WEST 31ST ST.)	STATLER-HILTON HOTEL
Sunday Jan. 8- Jan. 13	THIRTY-SIXTH NATIONAL PRESS WEEK IN NEW YORK Spring collections of leading designers (members of N. Y. Couture Group, auxiliary and group showings) for visiting press. By invitation only. Press Director: Eleanor Lambert, MU. 8-2130.	N. Y. COUTURE GROUP (1450 BROADWAY)	HOTEL PIERRE
Sunday Jan. 8 11:00 A.M.	SPRING MILLINERY FOR VISITING PRESS Emme will present her Spring millinery to the visiting press. (Local press and buyers, Fri., Jan. 6 at 9:15 A.M.--See Page 4.) By invitation. Publicity: Eleanor Lambert, 32 East 57th St., MU. 8-2130.	EMME (19 WEST 57TH STREET)	SHERRY NETHERLAND CRYSTAL PAVILLION
Sunday Jan. 8 12:00 Noon Brunch	PRESS PREVIEW: HATS AND GOLDEN HAT AWARDS Six national winners of annual Golden Hat Awards will be announced. Also, Spring preview by Millinery Institute of America (<u>Auxiliary Member, N.Y.C.G.</u>) Local and national press, by invitation. Contact: Robert S. Taplinger Associates, 1 East 42nd Street, YU. 6-2800.	MILLINERY INSTITUTE OF AMERICA	SAVOY-HILTON HOTEL COLUMNS ROOM
Sunday Jan. 8 1:00 P.M. Brunch	COUTURE CRUISE FASHIONS IN "ZANTREL" Fashions of "Zantrel". Shoes--Fiorentina. Reservations--\$4.00; contact: "Mr. Jerome", CI. 6-7700. Fashion Show Director: Peggy Cantor, MU.9-8542.	ZANTREL (A DIVISION OF HARTFORD FIBRES)	HAMPSHIRE HOUSE FOUNTAIN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 8 3:30 P.M.	SHOE FASHION SHOW FOR VISITING PRESS National Shoe Institute (<u>Auxiliary Member, N.Y.C.G.</u>) will present trends in Spring and Summer shoes. By invitation. Publicity: Alice Regensburg at Lynn Farnol, 50 Rockefeller Plaza, JU. 6-5777.	NAT'L SHOE INSTITUTE (50 ROCKEFELLER PLAZA)	HOTEL PIERRE ROOF GARDEN
Jan. 9	MARTIN'S RELEASE DATE--Spring bridal fashions. (See page 3.)		
Monday Jan. 9 11:00 A.M.	MILLINERY, CLOTHES FURS AND COIFFURES Preview for press of Spring hats, clothes, furs and coiffures. By invitation. Contact: PL. 7-8780.	WALTER FLORELL	30 WEST 57TH STREET SALON - 5TH FLOOR
Monday Jan. 9 12:30 P.M. Luncheon	RESORT-SPRING COTTONS FOR VISITING PRESS Galey & Lord (<u>Auxiliary Member, N.Y.C.G.</u>) will present their annual Spring showing by leading designers at a luncheon for visiting press. By invitation. Publ.: Rosemary Sheehan, 27 East 37 St., MU. 5-1280.	GALEY & LORD (1407 BROADWAY)	HOTEL PIERRE BALLROOM
Monday Jan. 9 4:00 P.M.	FASHION SHOW OF WOMEN'S SWIMWEAR In conjunction with the 50th Annual Convention of the Nat'l Retail Merchants Association, the Swimwear Division of the Nat'l Knitted Outerwear Association will present a fashion show of women's swimwear. For merchandising executives and store owners. By invitation. Publicity: Edward A. Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSN.	STATLER-HILTON HOTEL GRAND BALLROOM
Monday Jan. 9 4:30 P.M.	PREVIEW OF SPRING MILLINERY Bergdorf Goodman will preview their Spring millinery collection designed by Halston and Milita. By invitation. Publ.: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Monday Jan. 9 5:30 P.M. Cocktails	SWIMWEAR FASHIONS FOR VISITING PRESS Jantzen (<u>Auxiliary Member, N.Y.C.G.</u>) will present "Fantasy In A Fishbowl" collection of Summer swimwear and playclothes to the out-of-town press. By invitation. Publicity: Eloise Walton at Rogers & Cowan, PL. 9-6272.	JANTZEN, INC.	HOTEL PIERRE ROOF GARDEN
Monday Jan. 9 6:30 P.M.	CUSTOMER SHOWING: SPRING BRIDAL FASHIONS Martin's customer showing of Spring bridal fashions. By reservation. Publicity: Rita Dobbins, TR. 5-3100, Ext. 355.	MARTIN'S (BROOKLYN)	ST. GEORGE HOTEL GRAND BALLROOM
Beginning Monday Jan. 9	SPRING-SUMMER JEWELRY COLLECTION Showing of fashion beads, pearls, jewelry for Spring and Summer. Publicity: Joan Rustin, PL. 7-5610.	MARVELLA, INC.	385 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Monday Jan. 9- Jan. 13	SPRING-SUMMER LEATHER PREVIEW "Thru The Looking Glass Into The Wonderful World Of Leather"--showing texture, color and silhouette of leather shoes, garments, handbags, gloves, luggage, upholstery, accessories for men, women and children, from 9:00 A.M. - 6:00 P.M. By invitation. Publicity: Billie Gould, MU. 6-7956.	LEATHER INDUSTRIES OF AMERICA	411 FIFTH AVENUE SHOWROOM - 10TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 9	PREVIEW: SPRING-SUMMER JEWELRY FOR PRESS Continuous showings of Spring-Summer fashion jewelry and boutique gifts for out-of-town and local press. Publicity: Kathleen Mundin, YU. 6-6633.	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
Monday Jan. 9- Jan. 13	CORSET & BRASSIERE SPRING MARKET WEEK Contact: Mary Osborne, Corset & Brassiere Council, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY (180 MADISON)	INDIVIDUAL SHOWROOMS AND HOTELS
Beginning Monday Jan. 9- Jan. 13	PREVIEW OF SPRING BRASSIERE COLLECTION "Beauty On A Budget"--continuous daily showings of Wings popular priced brassieres for Spring, designed by Jean Golios. Press and buyers are invited to Open House during Corset & Brassiere Market Week. Contact: George Kaufman, OR. 9-1750. Publicity: Albert Millet Co., MU. 5-3425.	WINGS BRAS.	180 MADISON AVENUE SHOWROOM - RM. 1705
Tuesday Jan. 10 7:30 A.M. Breakfast	SHOE FASHIONS FOR VISITING PRESS Capezio (Auxiliary Member, N.Y.C.G.) will present a showing of Spring footwear to visiting press. By invitation. Publ.: Lois Miller, JU. 6-2150.	CAPEZIO, INC.	9 W. 61 St. (AT B'WAY) SHOWROOM - 1ST FLOOR
Tuesday Jan. 10 9:15 A.M. Breakfast	PRESS PREVIEW: MAURER SPRING BRIDAL FASHIONS Preview for press of Maurer bridal fashions. By invitation. Customer showings, Jan. 10, 11 in the Saks 34th Bridal salon, 5th floor at 6:30 P.M. Publicity: Maurice Ribeck, IA. 4-7000.	SAKS 34TH	MAURER SHOWROOM 491 SEVENTH AVENUE
Tuesday Jan. 10 9:30 A.M. Breakfast	PREVIEW OF SPRING MILLINERY Spring millinery collections of Irene and Rivera will be presented to the press and buyers. By invitation. Contact: I L. 3-3032.	IRENE OF NEW YORK	16 EAST 52ND STREET SALON - 6TH FLOOR
Tuesday Jan. 10 9:30 A.M.- 1:00 P.M. Brunch	PREVIEW: CULTURED PEARLS AND GOLD JEWELRY "South Seafari" brunch--presenting newest fashion trend in cultured pearls, gold and precious stones; also premiere showing of high-fashioned gold filled collection designed by Natalie Bloch. By invitation. Publicity: Ann R. Silver Assoc., 511 Fifth Avenue, MU. 7-8654.	IMPERIAL PEARL SYNDICATE INC.	681 FIFTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Jan. 10 12:30 P.M. Luncheon	PREVIEW: MADAME TILLY'S CUSTOM MADE FOUNDATIONS Custom made foundations from Madame Tilly's Custom Corsetry Salon at Saks Fifth Avenue. By invitation. Publ.: Helen O'Hagen, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL LIBRARY SUITE
Tuesday Jan. 10 6:30 P.M.	CUSTOMER SHOWING OF SPRING BRIDAL FASHIONS Customer showing of Stern's Spring bridal collection. Admission by ticket. Publicity: Mildred Collins, LO. 5-7960.	STERN'S	3RD FLOOR ER. IDAL SALON
Tuesday Jan. 10 7:00 P.M. Dinner	PREVIEW OF SPRING HATS The Trade Promotion Committee of Millinery Promotions Inc. showing of Spring hats by the Millinery Creators of America and Millinery Fashions Exhibitors. For buyers and press, by invitation. Contact: MU. 6-2970.	MILLINERY PROMOTIONS INC. (10 East 40TH ST.)	HOTEL ASTOR BALL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Jan. 10; Jan. 11	SUMMER COLLECTION- JUNIOR DRESSES Polly Hornburg's Calypso Summer collection, beginning Tues., Jan. 10.; Junior dress collection designed by Jenny Bell, beginning Wed., Jan. 11. By appointment. Contact: Virginia Krementz, PL. 3-4464 or PL. 3-3500.	POLLY HORNBURG; JENNY BELL	VIRGINIA KREMENTZ 42 W. 58 St., RM. 203
Wednesday Jan. 11 8:30 A.M. Breakfast	PREVIEW OF HOSEIERY-- AGILON STRETCH NYLON Half-hour presentation of the Deering Milliken Agilon stretch nylons hosier in all age groups, coordinated with complete fashion wardrobe. Breakfast 8:30 A.M.; showings at 9:00 A.M., Jan. 11, 12, 13, 16, 17. By invitation. (<u>Note Change Of Dates</u>). Contact: Betty McNally, Agilon; or Julie Buddy, OX. 5-1200.	DEERING MILLIKEN, INC.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Cancelled Jan. 11	CELANESE LUNCHEON ORIGINALLY SCHEDULED FOR JAN. 11 AT 12:00 NOON HAS BEEN CANCELLED Publicity: Dorothy Wallace, MU. 9-6000.		
Wednesday Jan. 11 12:15 P.M. Luncheon	SHOWING AT LUNCHEON FOR VISITING PRESS Du Pont (<u>Auxiliary Member, N.Y.C.G.</u>) will show Spring-Summer fashions for women, children and men in fabrics of Du Pont fibers. By invitation. Contact: Ellen Morris, LO. 3-6400, Ext. 308.	DU PONT COMPANY	SAVOY-HILTON HOTEL GOLD ROOM
Wednesday Jan. 11 4:00 P.M. Cocktails	PREMIERE PREVIEW: CUSTOM COSMETICS "Mr. John Royal Touch in Custom Cosmetics"--premiere showing of complete new custom collection of fashion-coordinated beauty preparations. By invitation. Publicity: Joseph Mann, PL. 7-1966.	MR. JOHN, INC.	24 WEST 57TH STREET SALON
Wednesday Jan. 11 7:00 P.M. Dinner	DINNER & THEATRE PARTY FOR VISITING PRESS Schiffli (<u>Auxiliary Member, N.Y.C.G.</u>) will invite the out-of-town press to dinner, promptly at 7:00 P.M. and Schiffli Fashion Awards Presenta- tion. This will be followed by a Theatre Party at 8:45 P.M.--"An Evening with Mike Nichols and Elaine May." By invitation. Contact: Schiffli, 591 Summit Avenue, Jersey City, SWarthmore, 5-2347.	SCHIFFLI LACE AND EMBROIDERY INSTITUTE	HOTEL MANHATTAN & GOLDEN THEATRE (W. 45)
Wednesday Jan. 11 7:00 P.M.	CUSTOMER SHOWING OF BRIDAL GOWNS Macy's will present "Spring Bouquet of Bridal Gowns" at a customer show- ing. Admission by ticket only. (Release Date, Tues., Jan. 3.) For tickets, contact: OX. 5-4400, Ext. 2273.	MACY'S NEW YORK	3RD FLOOR
Wednesday Jan. 11- Jan. 22	FIFTY-FIRST NAT'L. MOTOR BOAT SHOW For the trade, by invitation, Jan. 11-Jan. 13. Open to public, Jan. 14- Jan. 22. Hours: Mon. - Fri., 12:00 Noon - 10:30 P.M. Sat., 10:30 A.M.- 10:30 P.M. Sun., 1:00 P.M. - 7:00 P.M. Admission: \$2.00. Publ.: Bill Sherwood or Ralph Inauzzi, at Harry Bruno, 30 Rockefeller Pl., CI.6-8040.	NAT'L ASSN. OF BOAT & ENGINE MFRS.	NEW YORK COLISEUM COLUMBUS CIRCLE
Tuesday Jan. 12 7:15 A.M. Breakfast	SPRING PREVIEW FOR OUT-OF-TOWN PRESS Sportempos (<u>Auxiliary Member, N.Y.C.G.</u>) Pantempos and House Of Suburbia preview of Spring collection. Also, Sportempos' "Summer Holiday... Serendipity In Fashion". By invitation. Cont. Jesse Goodman, LO. 3-7900.	SPORTEMPOS, INC. (525 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 12 12:00 Noon Luncheon	SPRING FASHIONS IN WAMSUTTA COTTONS Wamsutta Mills (<u>Auxiliary Member, N.Y.C.G.</u>) will present Spring fashions by leading designers at a luncheon for visiting press. By invitation. Publicity: Ruth Simpson at Mogul, Williams & Saylor Co., TE. 8-7100.	WAMSUTTA MILLS, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Jan. 12 7:00 P.M. Cocktails- Dinner	HAIR FASHION AND HAIRCOLORING REPORT Clairol (<u>Auxiliary Member N.Y.C.G.</u>) preview parade of Spring hairstyles by world known coiffure designers of New York and Paris. For local and visiting press. By invitation. Contact: Terry Grimes Russell, PL. 7-4300.	CLAIROL, INC.	NEW TIME & LIFE BLDG. 101 W. 50 ST.-TOWER
Thursday Jan. 12 4:00 P.M. Cocktails	PRESS PREVIEW: MID- WINTER HOME FURNISHINGS Abraham & Straus will present their collection of Mid-Winter home-furnishing to the press. By invitation. (<u>For release, Tues., Jan. 17.</u>) Publicity: Judy Jankowitz, TR. 5-0195, Ext. 662.	ABRAHAM & STRAUS (BROOKLYN)	6TH FLOOR FEATURE EVENTS OFFICE
Thursday Jan. 12 - Jan. 13 Refreshments	OPEN HOUSE FOR VISITING PRESS Coro will invite the visiting and local press to open house, 9:00 A.M. - 7:00 P.M., daily. Publicity: Vera Haggerty at Charles Jay Assoc., 485 Lexington Ave., MU. 7-5757.	CORO, INC.	SAVOY-HILTON HOTEL CHARLES JAY SUITE
Jan. 13	GIMBELS' RELEASE DATE - Spring Bridal Fashions (No press show.)		
Jan. 13	SAKS FIFTH AVENUE RELEASE DATE--Paulette millinery (No Show).		
Friday Jan. 13 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING HOME FURNISHINGS Press preview of Stern's Spring home furnishings. By invitation. (<u>Release Date, Mon., Jan. 16.</u>) Publicity: Mildred Collins, LO. 5-7960.	STERN'S	7TH FLOOR
Saturday Jan. 14 8:30 A.M.- 12:00 Noon Breakfast	OPEN HOUSE FOR VISITING PRESS Madame Helena Rubinstein will invite the visiting press to an open house buffet breakfast, 8:30 A.M. to 12:00 Noon. By invitation. Publicity: Amy Blaisdell, EL. 5-2100.	HELENA RUBINSTEIN	625 PARK AVENUE PENTHOUSE
Jan. 16	STERN'S RELEASE DATE--Spring Home Furnishings Show (See above.)		
Monday Jan. 16 10:00 A.M. Breakfast	PRESS PREVIEW: MID- WINTER HOME FURNISHINGS Press preview of Macy's new 9th floor, with a preview of more than 60 rooms. By invitation. (<u>For release, Wed., Jan. 18.</u>) Publicity: Reni Kuhn, OX. 5-4400.	MACY'S NEW YORK	9TH FLOOR
Monday Jan. 16 12:30 P.M. Luncheon	PREVIEW OF THE "PARK AVENUE ROOM" Saks Fifth Avenue will present a preview of fashions prior to the opening of their new Salon. Press by invitation. Public by reservation--\$5.00; contact: "Mr. Marc, PL. 5-1000, Ext. 111. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	SHERATON-EAST HOTEL BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 17	ABRAHAM & STRAUSS RELEASE DATE-Mid-Winter Home Furnishings Show. (See page 8).		
Tuesday Jan. 17 4:00 P.M. Cocktails	SPRING-SUMMER RAIN-WEAR AND SPORTSWEAR Preview of March & Mendl's Spring-Summer rainwear and premiere showing of sportswear, designed by Peter Conte. P.R.L. All-Weather Originals designed by Bill Smith. Continuous thereafter at showroom. For press and buyers, by invitation. Publicity: Marion Cook, LA. 4-7942.	MARCH & MENDEL; P.R.L. ALL WEATHER	500 CLUB 500 SEVENTH AVENUE
Tuesday Jan. 17 4:00 P.M. Cocktails	SPRING AND SUMMER PATTERN STYLES "Week End In Hawaii"--over the counter fashion showing of leading Spring and Summer pattern styles, featuring 24 fabric houses and 6 pattern companies. By invitation. Contact: Helen Ryan, WO. 6-1000.	KEYBAK INTERFACING	SHERATON-EAST HOTEL DIPLOMAT SUITE
Jan. 18	MACY'S RELEASE DATE -- Mid-Winter Home Furnishings Show (See pg. 8).		
Wednesday Jan. 18 12:30 P.M. Luncheon	RESORT AND SPRING FASHIONS AT LUNCHEON Resort and Spring collection designed by Luis Estevez, available at Lord & Taylor. Press by invitation. Public by reservation, contact: "Banquet Dept., PL. 5-1000. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	ESTEVEZ, INC. (550 SEVENTH AVENUE)	SHERATON-EAST HOTEL GRAND BALLROOM
Wednesday Jan. 18 4:00 P.M.	OPENING OF SUMMER COLLECTION Haymaker will present their Summer collection of shirts, separates, skirts and knitted dresses. Preview for press and resident buying offices. By invitation. Publicity: Grace Horton, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Jan. 18 6:30 P.M.	SHOWING OF SPRING BRIDAL FASHIONS Customer showing of Spring bridal fashions. By invitation. (<u>Release Date, Fri., Jan. 13.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR DRESS DEPT.
Thursday Jan. 19 8:45 A.M. Breakfast	PREVIEW OF FASHIONS IN DENIM "Denim For Work And Play"--preview of collection in denim for men and women by leading designers. <u>Showing at 9:30 A.M.</u> By invitation. Fashion Coordinator: Peggy Cantor, Publicity for Denim Council: Robert Rodgers at Robert Taplinger Assoc., YU. 6-2800.	THE DENIM COUNCIL	NEW TIME & LIFE BLDG. 101 W. 50-TOWER SUITE
Jan. 20	INAUGURATION DAY IN WASHINGTON (Friday).		
Beginning Monday Jan. 23	OPENING: SUMMER SPORTS-WEAR COLLECTION Ulla will present their Summer collection of active sportswear, designed by Vickie Cooper. Contact: Don Cooper, BR. 9-9076.	ULLA	1384 BROADWAY SHOWROOM - 18TH FLOOR
Tuesday Jan. 24 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Seymour Jacobson will present his Summer collection to press and buyers. By invitation. Publicity: Gladys Steiner at Lester Harrison, PL. 1-6630.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 28 3:00 P.M. Tea	CUSTOMER SHOWING OF BRIDAL FASHIONS Customer showing of bridal fashions. Tickets: \$1.00 Publicity: Eileen Goldburg, TR. 5-0196.	ABRAHAM & STRAUS (BROOKLYN)	4TH FLOOR RESTAURANT Customer showing of bridal fashions. Tickets: \$1.00 Publicity: Eileen Goldburg, TR. 5-0196.
Tuesday Jan. 31 12:30 P.M. Luncheon	SPRING CHILDREN'S FASHIONS BY HELEN LEE Premiere showing for Saks Fifth Avenue of Helen Lee's Spring collection for children. For the press, by invitation. Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Jan. 31 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Cabana will present their Summer collection of bathing suits, dresses, playclothes, designed by Pembroke Squires. By invitation, for press and buyers. Contact: Helen Feinstein, WI. 7-0326.	CABANA	1410 BROADWAY SHOWROOM - 17TH FLOOR
Friday Feb. 3 9:30 A.M. Breakfast	PREVIEW OF SUMMER COLLECTION Mignon will present their Summer collection to press and resident buyers, <u>showing at 10:00 A.M.</u> By invitation. Contact: Marcella Wolfe or Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

SUMMER OPENINGS: MEMBERS OF THE NEW YORK COUTURE GROUP, DRESSES

MONDAY, FEBRUARY 6

Parnis-Livingston, Inc.....	12:00 Noon	530 7th (18 Fl.)	BR. 9-5014
Hannah Troy, Inc.....	1:00 P.M.	530 7th (2 Fl.)	LO. 3-0988
Oleg Cassini, Inc.....	1:15 P.M.	498 7th (11 Fl.)	LO. 5-6453
Gothe.....	1:15 P.M.	530 7th (4 Fl.)	LO. 5-2727
Branell.....	2:30 P.M.	530 7th (27 Fl.)	PE. 6-6983
Maurice Rentner Ltd.....	2:30 P.M.	498 7th (16 Fl.)	LA. 4-6968
Townley, Inc.....	4:00 P.M.	550 7th (2 Fl.)	LO. 4-2155
Samuel Winston, Inc.....	4:00 P.M.	530 7th (11 Fl.)	CH. 4-2617
Edward Abbott.....	5:00 P.M.	530 7th (10 Fl.)	LA. 4-8490
Christian Dior, New York....	To be announced....	498 7th (17 Fl.)	LO. 4-9220
Adele Simpson, Inc.....	To be announced....	530 7th (23 Fl.)	LA. 4-7626

TUESDAY, FEBRUARY 7

Ben Reig, Inc.....	10:00 A.M.	498 7th (23 Fl.)	CH. 4-1542
Jane Derby, Inc.....	10:30 A.M.	550 7th (23 Fl.)	LA. 4-9350
Pattullo-Jo Copeland Inc....	10:30 A.M.	498 7th (14 Fl.)	LO. 3-5650
Rudolf Gowns, Inc.....	10:30 A.M.	530 7th (12 Fl.)	WI. 7-6865
Herbert Sondheim, Inc.....	10:30 A.M.	530 7th (20 Fl.)	LA. 4-7540
Estevez, Inc.....	12:00 Noon	550 7th (4 Fl.)	LO. 4-6337
Harvey Berin Ltd.....	1:00 P.M.	530 7th (7 Fl.)	PE. 6-0206
Junior Sophisticates Co....	1:00 P.M.	498 7th (4 Fl.)	LO. 4-0462
Nat Kaplan, Inc.....	1:15 P.M.	498 7th (21 Fl.)	LO. 5-4115
Paul Parnes Corp.....	2:15 P.M.	498 7th (10 Fl.)	CH. 4-4600
Larry Aldrich, Inc.....	2:30 P.M.	530 7th (12 Fl.)	CH. 4-1872
Ceil Chapman.....	2:30 P.M.	530 7th (2 Fl.)	LA. 4-5800
Trigere, Inc.....	5:00 P.M.	550 7th (16 Fl.)	LO. 3-1600

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 3 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Lee Claire will present their Summer collection to the press and buyers. By invitation. Beginning Mon., Feb. 6 - 9 and 13 - 16 daily showings at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI.7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

SPRING-SUMMER COUTURE OPENINGS IN ROME, FLORENCE LONDON, PARIS

Tuesday Jan. 10- Jan. 14	CENTRO ROMANO PER L'ALTA MODA ITALIANA Jan. 10: Accessories and Boutique: Zingone; La Cappelliera; Perugini; Gaber; Serra; Cucci; Franzoni; Litrico; Valentini; Dulpie; Jan. 11: Albertina; Annamode; Baron's; Brugnoli; Garofoli; Giter; Josephine; Lidia Di Treruzzi; Marlen; Anna Maria Papi; Delia Biagiotti; Milo; Miss Capri Mosconi; Peterle; Pieri; Raggi; Russolo; Serena; Spagnoli; Trico. Jan. 12: High Fashion: Balestra; Centinaro; Faraoni; Luciani; Sarli; Tita Rossi. Jan. 13: High Fashion: Baratta; Gregoriana; Fontana; Gattinoni; Aris; Rapuano; Garnett. Contact: Centro Alta Moda Italiana, Piazza S. Ignazio, 125, Rome.	ROME, ITALY
Sat. Jan. 14-	CENTRO DI FIRENZE PER LA MODA ITALIANA Press release date Feb. 20	FLORENCE, ITALY
Jan. 19	Jan. 14: Millinery Show, sponsored by Cappellificio La Familiare. Sportswear & Boutique: Naka; Baldini; Valditevere; Vito; Paola Nucci; Celli; Myricae; Camisesse; Falconetto; Aida; De Simone; Laura Aponte; Avagolf; Glans; Scarabocchio; Mirsa; Avolio; Bertoli. Jan. 15: Sportswear & Boutique: Galitzine; Marucelli; Veneziani; Schuberth; Barentzen; Simonetta; Antonelli; Emilio Pucci, (Sportswear & High Fashion). Jan. 16: High Fashion: Carosa; Antonelli; Marucelli; Veneziani. Jan. 17: High Fashion: Simonetta; Fabiani; Capucci; Galitzine. Jan. 18: High Fashion: Schuberth; Guidi; De Barentzen; Enzo. Jan. 19: High Fashion: Mingolini Gugenheim; De Luca; Falloni. Contact: D.B. Giorgini, 10 Lungarno Acciaioli, Florence, Italy.	

Wednesday Jan. 18- Jan. 31	INCORPORATED SOCIETY OF LONDON DESIGNERS Jan. 18: Cavanagh; Michael Creed; Sherard (by appointment). Jan. 19: Lachasse; Paterson; Stiebel. Jan. 20: Jan. 24: Amies (subject to final confirmation). Jan. 31: Hartnell (subject to final confirmation). Contact: Ann Ryan, 46 Old Bond Street, London, W. I.	LONDON, ENGLAND
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Beginning Monday Jan. 23	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE Press release date Feb. 28	PARIS, FRANCE
	Jan. 23: Desses; Esterel; Goma; Griffé; Raphael Lopez; Montaigne. Jan. 24: Balmain; Cardin; Lanvin-Castillo; Patou. Jan. 25: Bob Bugnand; Gres; Heim; Hermes; Laroche; Ricci; Riviere. Jan. 26: De Rauch; Dior; Matta; Rouff. Jan. 27: Carven; Revillon. Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris, France.	

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JANUARY							FEBRUARY							MARCH						
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